

# CHANCE SHOTS

By the Ad Man.

## SIMPLE, EFFECTIVE DISPLAY.

One of the most effective displays of inexpensive millinery, ever seen by the ad-man in any city in the Union, is now shown in the window of the Fair Millinery Store in the Star Theater Building. It is exquisitely dainty and the firm deserve credit for it, especially because the window is small and it takes quite a little thought to produce a good effect without crowding the window full of goods. The Lewis and Clark Fair hats are very appropriate at this time.

## A GAS AD THAT PULLS.

The Citizens' Light and Traction Co., of Salem, Oregon, used over a half page in last Friday's Statesman to advertise gas ranges and incidentally to boom the use of gas. There can be no question that this ad, which was well written, will bring returns, especially as the company's ad is to be found in the Salem papers quite frequently, always with interesting copy.

## NOTHING SMALL ABOUT THIS.

The Tradesman, which recently passed into the hands of Orno Strong, says that: "The Schwabacker Co., Walla Walla, general merchants, has arranged to give its salesmen an opportunity to visit the Portland fair under very favorable conditions. The concern will close its store from July 1 to July 5, and has chartered a special car in which employees will be taken to the fair city."

## THE LOST CHORD.

There is an opportunity for some local firm to advantageously advertise farming implements, wagons, etc. It pays to bring these articles before the readers of a good daily paper. Not infrequently the farmer, like others, delays the purchase of new implements, merely because he hasn't read about the advantages of discarding the old one. Some day he notices a hay-rake or a cream separator or something else advertised in the mail-order magazine and when he needs such an article, the farmer's ready money goes to other cities, while the merchants at home forget to cater to his wants. The Mitchell, Lewis & Staver Company of Salem, Oregon, use their home papers quite frequently with half-page announcements of this class of goods.

## THERE ARE NEVER TOO MANY.

When advertising journals are as good as Printer's Ink, there are never too many. It is published every week, and costs only \$2.00 a year. It is the most useful magazine, a retailer can buy. It never jars the nerves, while it often nerves you up, to boost your business where it most needs boosting. The address is 10 Spruce street, New York. Some retailers subscribe for their clerks in order to brighten things up.

## DRIVE PEDDLERS FROM BUSINESS.

Mr. Orno Strong says in West Coast Trade:

"While it is apparent that from a competitive standpoint the grocer and provision dealer can not be expected to take independent action in the matter of outside shows they are to be commended for the progressive and public spirited stand they are taking through their associations to abate a practice which must be more or less detrimental to the public health. And as there is no sacrifice without a corresponding gain, it may be that the grocer and provision dealer stands to be benefited by the abatement of this practice, for in any reform of this nature it should not be forgotten that foodstuffs are constantly carried about the streets in open wagons, subject to all the contaminations of the city air and streets. One of the best methods of meeting the competition of the street peddler is to keep the fresh vegetable and fruit stocks in the stores in such a condition that contamination is impossible."

## A CROP TAKES TIME.

No man expects to gather grain a week after the seed is sown. Yet some advertisers expect a big harvest a day after their ad appears for the first time.

## APPROPRIATE WINDOWS.

A few of Astoria's stores took occasion to put into their windows a little of the Decoration day spirit. The Bee Hive had in a window the wax model of a young lady dressed in mourning with a few of the nation's flags. In the windows of the Morse Department store and Herman Wise a few flags were also noticeable, while C. H. Cooper's large windows were for the occasion backed with extra large flags of the United States. The entrance was also draped in a similar manner. The unusually large flags of good material produced quite a good effect. The Ford & Stokes Co. had in one window the counterpart of a mound (grave), very effectively strewn with greens and flowers. To enlarge upon the feature, a

young lady was shown in wax, apparently bringing fresh flowers to the soldier's grave. Another window contained an Indian tent and camp-fire effect which recalled the pioneer days.

## A HELP TO ADVERTISERS.

White's Sayings, published in Seattle, Wash., is a handy little monthly publication which will prove useful to any advertiser. It's worth the subscription price, if only to know what Rusty Mike has to say in it. The cost is only 25 cents a year. Cheap as dirt, yet better than most things for that little money, if you want to make advertising pay.

## SOMETHING NEW.

According to the Grocer and Country Merchant, the B. Berocich Cigar Co., of Oakland, Cal., have installed one entirely original feature in their fine, new store. It is a regular smoking room, \$x10, furnished in the most sumptuous style. All the metal work will be of brass finish, and the flooring will be of mosaic tiling.

## DID YOU SAY BRICK BLOCKS?

Cornell is reported to be the first town in Franklin county, Wash., to have a brick block, which is known as the Staples block and is constructed of red brick with white brick trimmings and large plate glass windows. The Bank of Cornell brick building, which is under construction, will be the second.

## A DRIVE.

The "special bargain" or drive has its uses which the most conservative dealer can appreciate, even when the special cut is made by some competitor. When it is used by one's self, its objectionable features are hard to perceive.

The chronic cutter may or may not be a nuisance, but the "specials" or "drives" used by retailers, especially by department stores, are capable of doing much good. Take cases of over production, when the markets are slumping and the stocks of goods affected are shrinking in value every week. When, at such times, a big purchase is made and the lot is offered at a big reduction from the regular price, the effects are usually seen in a quick recovery of market conditions and the enhancement of the value of the same kind of goods in each retail store.

# SKIN TORTURES

Thousands of wretched people are miserable—driven almost mad by the terrible itching and burning sensation of Eczema and other skin diseases; many imagine they are suffering from bad blood, when as a matter of fact the blood has nothing to do with it. These awful tortures are caused by little germs that attack the skin externally, which can be rooted out in a hurry, leaving the skin clear, soft and healthy. Such misery now cleared away as surely as the sun shines above. Not merely attempted, not a matter of improvement merely, not a temporary relief—but a clearing of it all away absolutely and permanently.

# THE D. D. D. PRESCRIPTION

A specific formula, put up in sealed bottles with authentic label, has proven to be the only certain cure for these diseases. Its record of cures is astonishing, amazing, almost miraculous. It is a liquid, used externally, non-greasy.

## Cleansed within one month.

For a number of years my husband has been suffering with a terrible case of eczema. He had doctored with the best skin specialists in the city, but they could not even stop the itching. I was told by a friend of the D. D. D. treatment and began using it at once; the first few applications eased the itching, and in a month's time his flesh was as clear as could be.

Yours truly,  
MRS. S. J. HEATH,  
61 Pine St.  
Routland, Vt., Oct. 17, 1903.

D. D. D. costs but \$1.00 a bottle, and is guaranteed to cure or money refunded.  
CHAS. ROGERS, Druggist.

## WE WANT TO DOUBLE

OUR

SUBSCRIPTION LIST.

THE "HOW" OF IT

WILL INTEREST EVERYBODY, WHETHER THEY NOW READ THE PAPER OR NOT.

WE ARE GOING TO MAKE THE MORNING ASTORIAN THE BEST NEWSPAPER PUBLISHED IN ANY CITY OF ITS SIZE. WILL YOU HELP US?

TELEPHONE MAIN 661 and I WILL CALL AND TELL YOU ALL ABOUT IT.

Emil Held Advertising and Circulation Manager,

THE MORNING ASTORIAN,  
P. 8.—If you live out of town write for our plan.

## JINGLES AND JESTS.

### Father Vexed.

"Do ashes come from Asheville?"  
Asked Sam of pa one day.  
"Oh, goodness! What a question!"  
Said pa. "Child, run and play."

"Do tin cans come from Kansas?"  
Asked little Sammy one day.  
"Son, that will do," pa answered.  
Poor pa was getting vexed.

"Do quinces come from Quincy?"  
Then came from little Sam.  
"Oh, I don't know," yelled father.  
"And I don't give a rap!"  
—Kansas City Times.

### Ghost of a Chance.

First Medium—I tell you that's going to be a pretty searching investigation tonight. Do you think we'll come through it all right?  
Second Medium—Oh, I guess we've got a ghost of a chance!—Judge.

### Easy!

Bacon—When he was out camping did your brother kill much?  
Egbert—Sure! He nearly killed everybody in the camp! He was the cook!—Yonkers Statesman.

### Two Rules.

When in doubt  
Play a trump.  
But it's optional with you.  
When in love  
Play a chump—  
That's what you're bound to do!  
—New Orleans Times-Democrat.

### The Limit.

Gunner—They say Cogg is an automobile fiend.  
Gayer—And so he is; sleeps in his goggles and has gasoline sprinkled on his pillow.—Boston Herald.

### Apt Employment.

A cunning old crow of Duluth.  
Finding out that she had but one tooth.  
Made her living with ease.  
Biting holes in Swiss cheese—  
Now wasn't that clever, forsoot!

For Porch and Summer Home Bamboo Furniture

gives that refreshing touch to the weary and tired person. Settees, Roman Chairs, Hall-racks, etc., etc. Step in and examine the line. Did you buy that Chocolate set yet?

**Yokohama Bazar**  
625 Commercial Street, Astoria

# Headline Week AT THE STAR

All the Latest Attractions From the Best Theaters  
Week Beginning May 29.

Matinee Daily at 2:45 P. M.

GERMAINE BROS America's Greatest Acrobats

MONTGOMERY & CANTOR Ragtime Monarchs

BURTON BELL RINGERS Melody Made From Metal

A. J. ELWELL Pictured Melodies "Always in the Way"

Tom, Tom, the Piper's Son

EDISON'S PROJECTOSCOPE Clown Sideshow

Admission, Any Seat, 10 cents.



Large stock of sheet music—the largest in the city—All the late Popular Ballads, Rad Time Melodies, Coon Songs, etc. Also a large assortment of Classical Music.

We invariably retail All Popular Music at City Prices (one-half off). We also have over 4000 copies of an edition of 100 music, excellent for beginners.

Come in and look over the stock. If we can not supply your want in the store, it will be a pleasure to order it for you without extra charge.

Latest Music in Show Window today and tomorrow.

**J. N. GRIFFIN**  
Show window full of them.

# QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

Telephone your want advertisement to the office of The Morning Astorian. Telephone Main 661. When you need help or want to sell or exchange anything. Somebody may be looking for work or wish to exchange something for an article which you have.

**HELP WANTED.**  
BOY WANTED TO WORK IN printing office. Apply at Astorian office.

**FOR SALE—MISCELLANEOUS.**  
2 HORSES, WEIGHT 2600 POUNDS; true pullers; would be suitable for a lining; price, \$120; for further particulars write or call on Wm. McCollam, Mayger, Ore.

**FOR SALE—HIGH COUNTER.** about 8 feet long. Apply at Astorian office.

**FOR SALE—SECOND-HAND 7 COLUMN newspaper outfit; complete except press; cheap. Inquire at this office.**

**INCUBATOR FOR SALE—400 EGGS capacity; also three 100 capacity brooders; first-class condition. Address A. Astorian Office.**

**OLD PAPERS FOR SALE AT THIS Office; 25c per hundred.**

**SINGING.**  
Voice Culture—And Singing instructions. Individual or class instructions. Special terms to classes of three pupils, entering together. Private instruction at reasonable rates. MRS. R. E. PASLAY, No. 677 Exchange St., Phone Red 2054.

**BIDS WANTED.**  
OFFICE CONSTRUCTING QUARTERMASTER, Astoria, Ore., June 2, 1905.—Sealed proposals, in triplicate, will be received at this office until 10 o'clock a. m., June 16, 1905, and then opened for electric light fixtures, and installing exterior and interior lighting system at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Proposals for Electric Work" and addressed Capt. Goodale, Quartermaster, Astoria, Ore.

OFFICE CONSTRUCTING QUARTERMASTER, Astoria, Ore., June 2, 1905.—Sealed proposals, in triplicate, will be received at this office until 10:30 o'clock a. m., June 16, 1905, and then opened for installing heating systems in two barrack buildings and six officers' quarters at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Proposals for Heating Systems" and addressed Captain Goodale, Astoria, Ore.

OFFICE CONSTRUCTING QUARTERMASTER, Astoria, Ore., June 2, 1905.—Sealed proposals, in triplicate, will be received at this office until 10 o'clock a. m., June 17, 1905, and then opened, for the construction of a wharf and approach, and a boat house at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Construction of Wharf and Boat-house," and addressed Captain Goodale, Quartermaster, Astoria, Ore.

**WASHINGTON MARKET**  
CHRISTENSEN & CO.

**Central Meat Market**  
G. W. Morton & Jas. Fuhrman, Prop's.

**CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.**  
542 Commercial St. Phone Main 321

**RESTAURANTS.**  
FIRST-CLASS MEAL for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaurant. 434 Bond St.

**BEST 15 CENT MEAL.**  
You can always find the best 15-cent meal in the city at the Rising Sun Restaurant. 612 Commercial St.

**Beecham's Pills**  
Sold Everywhere. In boxes 10c. and 25c.

**ONE FIRM HAD THREE**  
Answers to a Help Wanted Advertisement in One Day. Answers were in before noon. One applicant got the job, a clerkship in a Grocery Store. Quick Results are Obtained by Advertising in the Want Columns of The Morning Astorian.

**DAILY 7,000 READERS**

**FOR RENT—ROOMS.**  
FOR RENT—LARGE FRONT ROOM; fire and electric light; finest view in city. Address C. A. Astorian.

**REAL ESTATE.**  
HERMOSA PARK LOTS, THE MOST exclusive property at Seaside, Ore. Facing the Pacific ocean in Oregon's prettiest summer resort, these lots are a good investment at \$150 to \$350 each. Inspection invited. A. Gilbert, Jr. Seaside, Ore.

**BUSINESS DIRECTORY**  
BILLIARD HALLS.

**Occident Hotel Bar & Billiard Hall.**  
Tables New and Everything First Class.

Finest brands of Liquors and Cigars  
**ELECTRICIANS**

**Reliance - Electrical - Works**  
Makes estimates and executes orders for all kinds of electrical installing and repairing. Supplies in Stock. We sell the celebrated SHELBY LAMP.  
H. W. Cyrus, Manager.  
428 BOND ST. PHONE 1161

**LAUNDRIES.**  
**The Troy Laundry**

The only white labor laundry in the city. Does the best work at reasonable prices and is in every way worthy of your patronage.  
10th and DUANE Sts., Phone 1991.

**MILK DEALERS.**  
**Milk Inspectors**

of New York city have just completed an investigation of the buildings in which milk for the general consumer is handled. We never fear the critical eye of the inspector or visitor. We keep our buildings and OUR MILK PURE. Morning or night delivery.  
THE SLOOP-JEFFERS CO., 10th and Duane streets.

**MEAT MARKETS.**  
**FRESH AND CURED MEATS**  
—Wholesale and Retail—  
Ships, Logging Camps and Mills Supplied on Short Notice.  
Live Stock Bought and Sold.

**WASHINGTON MARKET**  
CHRISTENSEN & CO.

**Central Meat Market**  
G. W. Morton & Jas. Fuhrman, Prop's.

**CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.**  
542 Commercial St. Phone Main 321

**BROKERAGE.**  
C. J. TRENCHARD  
Real Estate, Insurance, Commission and Shipping.  
**CUSTOM HOUSE BROKER.**  
Office 133 Ninth Street, Next to Justice Office.  
ASTORIA, OREGON.

**HOTELS.**  
**HOTEL PORTLAND**  
PORTLAND, ORE.  
Finest Hotel in the Northwest.

**The Tired Traveler**  
is ever happy to find a comfortable stopping place. Where to put up is the prevalent question after a long journey. You can solve the problem in Astoria by going to the

**PARKER HOUSE**  
Whose genial host, Mr. T. J. Broemser, is an experienced hotel man and who on April 1 took charge of this popular hostelry and has inaugurated a new feature to the house by opening the dining room in connection with the hotel and is now able to give his patrons board and lodgings, the best in Astoria, for \$1 and \$1.25 per day. Satisfaction guaranteed.  
Rooms at 25, 50, 75 and \$1. Free 'buses to and from the hotel.

**J. T. BROEMSER.**  
FURNITURE.

**ROBINSON & HILDEBRAND**  
Goodman Bldg. 588 Commercial St.  
FURNITURE, Carpets, Bedding, Stoves, Linting, Window Shades, LINOLEUM, Etc.

**BLACKSMITHS.**  
**ANDREW - ASP, Blacksmith.**  
Having installed a Rubber Tiring Machine of the latest pattern I am prepared to do all kinds of work at reasonable prices.  
12th and Duane Sts.

**WOOD YARDS.**  
**WOOD! WOOD! WOOD!**  
Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. 'Phone 2211 Black, Barn on Twelfth, opposite opera house.

**PROFESSIONAL CARDS.**  
**PHYSICIANS.**

**JAY TUTTLE, M. D. PHYSICIAN AND SURGEON**  
Acting Assistant Surgeon U. S. Marine Hospital Service.  
Office hours: 10 to 12 a. m. 1 to 4:30 p. m.  
477 Commercial Street, 2nd Floor.

**OSTEOPATHISTS.**  
Dr. Rhoda C. Hicks. Dr. J. E. Snyder  
**OSTEOPATHS.**  
Office Mansell Bldg. Phone Black 2065  
573 Commercial St., Astoria, Ore.

**DENTISTS.**  
**DR. T. L. BALL,**  
DENTIST.  
524 Commercial St. Astoria, Oregon.

**DR. VAUGHAN,**  
DENTIST  
Fythian Building, Astoria, Oregon.

**DR. W. C. LOGAN**  
DENTIST  
178 Commercial St., Shanahan Building

**BUSINESS COLLEGES.**  
**BUSINESS**

In this age of keen competition a Business Education is an indispensable adjunct to the ambitious young man, or young woman who wishes to succeed in business life. We have the reputation of being the LEADING BUSINESS COLLEGE ON THE PACIFIC COAST. OUR GRADUATES ARE ALL EMPLOYED—Our teachers are all practical men and specialists in their particular lines. If you are thinking of attending Business College you cannot afford to ignore the

**Behrke-Walker Business College.**  
Stearns Building, Portland, Oregon.